

GEORGE
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Key
Attributes

- Seventeen years of IT and business experience spanning multiple cutting-edge technologies.
- Experience leading and managing development teams.
- Experience architecting cloud-based business solutions.
- Provide experienced leadership and technical direction.
- Creative passion for applying technology.
- Flexible, with the ability to easily adapt to new concepts and responsibilities.
- Organized and dedicated.
- Deep expertise in designing and building database systems.
- Diverse domain expertise that includes insurance, banking, e-commerce, and entertainment.
- Experience leading teams in an onsite/offshore model, collaborating with the business and vendor teams.
- Help client solve new/existing business problems by proposing initiatives and creating proof of concepts.
- Provide thought leadership and architectural expertise to cross-functional teams.
- Tracking emerging industry trends to determine impact on the enterprise solution architecture and technology, and advising strategic direction.
- Experience conducting high level assessments for automation with recommendations for benefits and savings.
- Focused on continuous process improvement, and delivery of business-changing, actionable insights through technology solutions.
- Strong track record of understanding and interest in current and emerging technologies demonstrated through training, job experience and/or industry activities.

Experience



NMFTA, Remote
Principal Software Engineer

10/2024 - Present

- Led architecture, design, and development of the Consumer API powering core NMFTA services, used by major logistics providers and customers such as FedEx, XPO, Chevron, and Amazon, handling hundreds of millions of requests per month.
- Designed and implemented high-performance, scalable, cloud-based solutions using Azure, C#, .NET Core, MongoDB, and Microsoft SQL Server.
- Developed new features for the Customer Portal, a critical web application used by NMFTA customers to manage services and data; built with C#, Azure, React, CSS, MongoDB, and MSSQL.
- Ensured high availability, security, and performance across both API and portal products in a large-scale production environment.

- Collaborated with cross-functional teams and stakeholders to deliver reliable, user-centric software solutions aligned with NMFTA's mission to support the freight industry.
- Drove technical strategy for high-scale cloud-based distributed systems, leveraging Azure, C#, .NET Core, MongoDB, and Microsoft SQL Server to ensure scalability, reliability, and security.
- Balanced hands-on engineering with technical leadership, aligning product vision with technical execution in close collaboration with cross-functional teams and stakeholders.

Avalon: **Avalon Team**, Mission, TX
Principal Software Engineer

09/2015 - Present

- Designed and developed a high-traffic cloud-based SaaS logistics application used by hundreds of thousands of drivers across North America. Worked with C#, PostgreSQL, Azure SQL Server, .NET, Bootstrap, AJAX, MVC, and React.
- Managed the full software development lifecycle, from planning and development to deployment, ensuring high-quality solutions that met business goals.
- Worked closely with stakeholders to define and prioritize features, ensuring smooth integration into the platform.
- Created prototypes and proofs of concept to help the team understand new features and speed up development.
- Established coding standards, conducted code reviews, and mentored developers to improve code quality and efficiency.
- Migrated a PHP-based SaaS application to the cloud using Angular, React, Bootstrap, AJAX, TypeScript, Azure Functions, C#, .NET Core, and MS SQL on Azure. The migration helped companies like Starbucks, FedEx, and Whole Foods Market adopt the platform.
- Built a cloud-based web application for wiwet.com using C#, .NET Core, MVC, Bootstrap, AJAX, Angular, React, TypeScript, Web APIs, and Azure Microservices. Integrated payment processing with Braintree and Stripe.
- Developed Visual Studio Extensions to simplify installing, disabling, and uninstalling ASP.NET and MVC templates.
- Created ASP.NET, .NET Core, and MVC templates to help developers quickly set up mobile-ready web applications.
- Built Martleto Checks, an Android app using Xamarin, C#, SQLite, Azure Cognitive Services, and XAML, allowing users to create and print checks from their mobile devices.
- Developed custom web applications for various clients using Azure Cognitive Services, Azure SQL Server, Azure Service Fabric, ASP.NET, .NET Core, C#, MVC, JavaScript, Angular, React, TypeScript, Web APIs, and WPF on Azure and AWS.
- Built applications using AI technologies like Azure Cognitive Services to analyze and identify content in images, improving user experience and data insights.

 **Omnitracs**, Remote
Principal Software Engineer

08/2021 – 01/2023

- Design and develop new features for a cloud-based SaaS logistics application currently being used by hundreds of thousands of drivers in North America; the application uses the TDD development process with C#, PostgreSQL, Azure SQL Server, .NET, Bootstrap, AJAX, and MVC.

- Maintained a web application in C#, MVC, Web APIs, Angular, AJAX, PostgreSQL, Java, and MS SQL Server being used by hundreds of thousands of drivers in the USA and Canada.



Trans-soft, Remote
Principal Software Engineer

05/2021 – 08/2021

- Led the successful migration of a mission-critical SaaS PHP application to the cloud for a prominent logistics company. Utilized Angular, Bootstrap, AJAX, and TypeScript for frontend development, and Azure Functions, C#, .NET Core, and MS SQL on Azure for backend infrastructure. This transformation has resulted in heightened scalability, efficiency, and accessibility, with the application now serving renowned clients such as Starbucks, FedEx, and Whole Foods Market.
- Established and enforced rigorous coding standards to elevate team performance and ensure consistency in software development practices.



The Famous Group, Culver City, CA
Principal Software Engineer

02/2020 – 05/2021

- Led the architectural design and implementation of a cutting-edge multimedia solution for the Dallas Cowboys American football team, utilizing C#, XAML, and WPF to orchestrate video displays across a 40-monitor video board at AT&T Stadium.
- Established and implemented coding standards, design principles, and architectural blueprints, fostering a culture of excellence and innovation within the team.
- Implemented CI/CD pipelines for the Dallas Cowboys' WPF and CMS applications using GitHub Actions, streamlining deployment processes and ensuring continuous delivery of updates.
- Utilized C#, DirectShow, and Emgu.CV to enable video reading, splitting, and seamless transitions between videos.
- Applied C#, Web APIs, .NET Core, and JSON objects to update assets on the WPF application by connecting it with a custom CMS application created with .NET Core and React on a docker container on AWS.
- Employed C#, WPF, XAML, and Socket programming to create a video capture server that streams video through TCP sockets.



Capital Group, Irvine, CA
Principal Software Engineer

02/2019 - 08/2019

- Used MS SQL, Sybase, and C# to enhance back-office financial applications and evaluate the potential impacts on the enterprise that Capital Group uses to trade and manage global swaps, forwards, futures, FXs, bonds, and stocks across the world.
- Used C#, MS SQL, and Sybase to create and enhance features that allow the mass transfer of financial assets, such as positions and accruals, between managers within portfolios.

- Queried multiple in-house and third-party systems to create reports that allow Capital Group to identify accounting errors within their system.
- Created unit testing and facilitated the development of automation testing that allows Capital Group to find and fix errors before systems reach production.



R121, Foothill Ranch, CA
Principal Software Engineer

08/2018 - 11/2018

- Used Azure, C#, VB.NET, MVC, Webforms, jQuery, MS SQL Database, and GitHub to help R121 customers reach more clients in Latin America and Asia by converting their ecommerce web applications into multi-language and multi-cultural web applications.
- Helped the customer marketing department to reach more than 100,000 subscribers by supporting their back-end applications through the use of Azure, C#, VB.NET, MVC, .NET Core, Web forms, jQuery, MS SQL Database, Web APIs, Microservices, and GitHub.



3E, Carlsbad, CA
Senior Software Engineer

09/2015 - 03/2018

- Developed and implemented enterprise architecture on multi-language and multi-cultural web applications in C#, MVC, AJAX, Entity Framework, LINQ, Telerik, Web APIs, and MS SQL Server that helps companies around the world improve compliance with environmental regulations and supply chain obligations.
- Designed and maintained a multi-language application using C#, MVC, Entity Framework, LINQ, web services, Telerik, Web APIs, and SQL Server, that facilitates data sharing between other applications within the organization.



LA Fitness, Irvine, CA
Application Developer

07/2012 - 09/2015

- Reduced overhead costs by creating a Windows music application with C#, WPF, web services, Web APIs, and SQLite, that trainers in more than 200 clubs countrywide can use in their fitness classes.
- Built an intranet web application using C#, ASP.NET, AJAX, Web APIs, and MS SQL Server that facilitates the group fitness department tracks and updates the Windows music application that is deployed in more than 200 clubs countrywide.
- Maintained a web application in C#, ASP.NET, AJAX, Web APIs, and MS SQL Server that allows thousands of trainers countrywide to create, edit, and delete their training sessions and modify their schedules.
- Supported a desktop application in C#, WPF, Windows Forms, Web APIs, and MS SQL Server that assists the human resources department to recruit, dismiss, and manage thousands of applicants and employees.



ThinkPets, Huntington Beach, CA
Lead Software Engineer

03/2010 - 07/2012

- Lead HealthyPetu's software engineer team by managing day-to-day operations, taking care of resource planning, budget control, monitoring code quality, delegating tasks, and translating user requirements into product features.
- Managed HealthyPetu's offshore outsource software engineer team by delegating tasks, monitoring code quality, and merging code changes.
- Reduced the cost of development by customizing large-scale and complex content management systems (CMS) that allows the company to update and maintain HealthyPetU's website without the need for developers.
- Developed, programmed, implemented, and managed large-scale websites and web applications in C# .NET, MS SQL Server, and AJAX.
- Provided thousands of veterinarians with unparalleled professional business and marketing services to strengthen their relationships with their clients by enhancing and maintaining HealthyPetU's website.



OneStop, Long Beach, CA
Senior Software Engineer

09/2009 - 03/2010

- Used C# and MS SQL Server to increase OneStop's customers' annual sales by creating new features, including a wish list.
- Maintained web applications in C# .NET, MS SQL Server, and AJAX, enabling thousands of people to search and buy clothing and accessories online using any of OneStop's customers' sites such as lululemon, True Religion, Seven Jeans, Splendid, John Varvatos, and Billion Dollar Babes.
- Increased retail sales for OneStop's customers by integrating OneStop's web applications with third-party applications, thus allowing them to sell and ship products to international customers.



Superior Access, Irvine, CA
Senior .NET Software Developer

11/2007 - 09/2009

- Saved the company time and \$50,000 dollars a year in license fees by creating a new Intranet web application based on C#, ASP.NET, Web APIs, and AJAX that enabled the Operations Department to more expediently process customers' transactions and requests on a daily basis.
- Designed and developed a robust enterprise Intranet web application using C# .NET, Web APIs, and AJAX that helped the Professional Service Department track and invoice agencies for services provided by Superior Access.
- Worked with upper management to analyze business workflow and performance by creating and maintaining a data warehouse and reporting process through the use of MS SQL Server and MS SQL Server Reporting Services.
- Maintained web applications and web services in C# .NET, Web APIs, MS SQL Server, and AJAX, enabling the 3,000 Superior Access agents to quote and buy insurance policies online.



URBAN SCIENCE

Urban Science, Long Beach, CA
Senior Software Engineer

05/2006 - 11/2007

- Automated a preexisting inefficient data warehouse update process system through the development of a simple, yet sophisticated, desktop application and web service, ultimately saving both time and money.
- Maintained and enhanced web applications in C# .NET, MS SQL Server, and), allowing Urban Science's customers to analyze and mine its data.

Education



California State Polytechnic University
Bachelor of Science in Business Administration,
Computer Information Systems (CIS),
Business Systems Analysis Track.



Rio Hondo College
Associate of Arts in Business Administration

Certifications



Azure Fundamentals

Languages

English
Spanish

Skills

Architecture Skills

System Architecture
Technical Proficiency
System Design and Integration
Security and Compliance
Performance Optimization
Documentation and Communication
Problem Solving and Decision Making

Leadership and Technical Expertise

Strategic Planning
Leadership
Project Management
Innovation Management
Risk Management
Team Development
Vendor Management
Product Management
Strategic Partnerships
MVP Building
Budgeting and Financial Acumen
Application Architecture

DevOps Skills

Continuous Integration
Continuous Development
GitHub Actions

GitHub
GitLab
TFS

Cloud Development Skills

Azure API
Azure Functions
Azure Service BUS
Azure (SQL Server/Service Fabric)
Azure Cognitive Services
AWS
Lambda
Microservices

Software Development Skills

Software Architecture
Agile Methodologies
Software Solution Architecture
Design Patterns
Entity Framework
LINQ
UML
WPF
Braintree
Telerik
Responsive Design
Socket Programming
ArtNET

Programming Skills

C#
Angular
React
JavaScript
C++
Java
VB.NET
Swift
Kotlin

Web Development Skills

ASP.NET
.NET Core
MVC
Blazor
JavaScript
Angular
React
API
jQuery
Bootstrap
Web Services
TypeScript
HTML5
CSS3
AJAX

Database Development Skills

Azure (SQL Server)

Microsoft SQL Server
MS SQL Server Reporting Services (SSRS)
SQLite
MySQL
PostgreSQL

Mobile Development Skills

Xamarin
Swift
Kotlin